

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, AUGUST 17, 2023
9:00 A.M.
JOCKEY'S RIDGE STATE PARK VISITORS CENTER
300 W. CAROLISTA DRIVE
NAGS HEAD, NC 27959**

ATTENDING:

Tim Cafferty, Chairman; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, and Mike Siers, and Jay Wheless.

EXCUSED ABSENCE: Gray Berryman.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Aaron Tuell, Public Relations Manager
Jeff Schwartzberg, Community Engagement Manager

OTHERS ATTENDING: Joy Greenwood, Superintendent, Jockey's Ridge State Park; Luke Halton, OBX Way.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence. Superintendent Greenwood welcomed the Board.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from June 15, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (12-0).

PUBLIC COMMENTS: There were no public comments made. No written comments were received.

CHAIRMAN'S REPORT: The Chairman introduced the recently hired Community Engagement Manager Jeff Schwartzberg.

The Board reviewed the extension request from Chicamacomico Historical Association. Following discussion, Mr. Robinson moved to approve an extension to September 30, 2023 for Chicamacomico Historical Association. Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 1.58% compared to 2022-2023 actual receipts. The Board discussed how pricing increases were impacting the monthly receipts.

LONG RANGE TOURISM MANAGEMENT PLAN DISCUSSION: Lee Nettles reviewed the draft operating procedures and application for the Long Range Tourism Management Plan Task Force. During discussion, Jay Wheless offered his legal opinion on the procedures and changes that need to be made. The Board reached consensus to have staff continue working with Legal Counsel on the application and to continue moving forward with the taskforce.

Ms. Ingram noted the upcoming State of the Child conference and suggested the CEM attend or that it was a part of the task force.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Updated the Board on the remodel of the marketing department
- Noted plans to attend the upcoming ESTO conference, along with Aaron Tuell
- Meeting with Property Managers to discuss marketing plans
- Additional marketing efforts and localized TV spots to help firm up the last part of summer
- Reviewed the marketing dashboard, noting new metrics within the dashboard. Mr. Hess asked if there was a platform to share the spending data with the industry partners. Lee Nettles noted that he would look into a way to share that data without violating the terms of the contract. (without giving away proprietary information).

Lee Nettles reported on continuing work with Dare County Schools on the “Careers Beyond the Counter” program and upcoming events at the Soundside Event Site.

Aaron Tuell reviewed recent press coverage, familiarization tours, and upcoming press trips.

OLD BUSINESS: There was no old business before the Board.

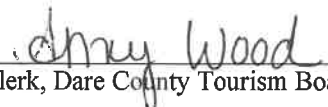
NEW BUSINESS: The Board reviewed and discussed the letter of support for the SAND (on file) for the US Department of Transportation 2023 PROTECT Grant. Mr. Bateman moved to recommend approval of the support letter to the full Board. Second by Mr. Hines. There was no discussion. The motion passed unanimously (12-0).

BOARD MEMBER COMMENTS: Mr. Holland noted that Southern Shores would hold a public hearing on expanding the sidewalks within the town and that traffic seems to have settled down. Ms. Ingram noted the grand opening of the splash pad at Meekins Field. Ms. Thibodeau noted the upcoming Duck Jazz Festival. Mr. Hess noted the upcoming Seafood Festival. Mr. Robinson noted the weather tower dedication and upcoming Day at the Docks. Ms. Cohen noted that most J-1 workers were beginning to leave. Mr. Ballog noted the same, as well college students, so places were starting to be short staffed.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, September 21, 2023 at 9:00 a.m. with the location to be announced.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:22 a.m.

ATTESTED:



Clerk, Dare County Tourism Board